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KELLOGG
SEED COMPANY

P. O. Box 684
MILWAUKEE, WISCONSIN

Return Postage Guaranteed

RAINBOW
BRAND
SEEDS

MARKET QUOTATIONS
PLEASE RUSH

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KELLOGG SEED COMPANY

322 EAST FLORIDA STREET P. O. BOX 684 MILWAUKEE, WISCONSIN

TELEPHONE BROADWAY 4160

Distributors

Upper Michigan — Northeastern Wisconsin
MENOMINEE PRODUCE COMPANY
Menominee, Michigan

Distributors

ALEX SINAIKO & SONS, INC.
653 W. Washington Ave., Madison, Wis.
DOOR COUNTY PRODUCE COMPANY
Sturgeon Bay, Wisconsin

TERMS: Net Cash

FEBRUARY 26, 1936

Quotations are subject to change without notice.
Prices quoted are for Full, Unbroken Bags, gross weights, bags included without additional charge.

MEDIUM RED CLOVER Per 100 Lbs.
Packed in Bags of:
(Northern Grown) 60 Lbs. 160 Lbs.
RAINBO \$20.25 \$20.00
Mountain 19.50

MEDIUM RED CLOVER (Special)
(Northern Grown)
About 97% Pure — free
of noxious weeds.... 19.25

MAMMOTH CLOVER
(Northern Grown)
RAINBO 21.25 21.00

ALSIKE CLOVER
RAINBO 22.75 22.50
Mountain 21.50

ALSIKE SPECIALS
Contains about:
5% White..... 20.25
8% White..... 19.75
22% White..... 18.50

WHITE CLOVER Per 100 Lbs.
Packed in Bags of:
RAINBO 30 Lbs. 60 Lbs. 160 Lbs.
Mountain \$28.40 \$28.25 \$28.00
Mixing Grade..... 26.00
..... 20.00

TIMOTHY Per 100 Lbs.
Packed in Bags of:
RAINBO 100 Lbs. 125 Lbs.
..... \$ 3.90 \$ 4.00

TIMOTHY AND ALSIKE Per 100 Lbs.
About 25% Alsike \$ 7.50
About 35% Alsike 9.25
About 50% Alsike 12.25

GRIMM ALFALFA

State Sealed and Certified

BLACKFOOT BRAND Per 100 Lbs.
Packed in Bags of:
Blue Tag 30 Lbs. 60 Lbs.
..... \$24.50 \$24.50
Red Tag 23.00 23.00

IDAHO CERTIFIED
Blue Tag 24.00 24.00



Kellogg Seed Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seed it sells and will not be responsible for the crop.

COMMON ALFALFA

All U. S. Verified Origin

OKLAHOMA Per 100 Lbs.
Packed in Bags of:
RAINBO 60 Lbs. 160 Lbs.
..... \$14.90 \$14.75

KANSAS
RAINBO 15.90 15.75

IDAHO
RAINBO 16.90 16.75

MONTANA
RAINBO 19.00

WISCONSIN
RAINBO 23.25
Mountain 22.25

CANADIAN VARIEGATED ALFALFA

Per 100 Lbs.
Packed in Bags of:
RAINBO 30 Lbs. 60 Lbs. 160 Lbs.
..... \$26.25 \$26.00 \$25.75

COSSACK ALFALFA

State Sealed and Certified

Per 100 Lbs.
Packed in Bags of:
RAINBO, Blue Tag.... \$26.00
RAINBO, Red Tag.... 25.00

Today's values, f. o. b. Milwaukee, Wisconsin.
Broken packages will be charged at quoted prices plus bags extra at value.

SWEET CLOVER

WHITE Per 100 Lbs.
Packed in Bags of:
RAINBO 160 Lbs.
..... \$ 5.45

YELLOW
RAINBO 6.20

GRUNDY COUNTY
RAINBO 5.75

ALBOTREA
RAINBO (Ask for Price)

HUBAM
RAINBO 16.00

KOREAN LESPEDEZA

RAINBO 6.50
Sweet Clover and Lespedeza packed in bushel and half-bushel bags, 25c per 100 lbs. higher.

SUDAN GRASS

RAINBO Per 100 Lbs.
..... \$ 3.50

REED CANARY GRASS

RAINBO — 100 lb. lots..... 25.00
Small lots 26.00

FIELD PEAS

White, RAINBO 3.50
White, Mountain..... 3.25
Scotch, RAINBO..... (Ask for Price)
Green, RAINBO (Ask for Price)

SOY BEANS

Manchu, RAINBO..... (Ask for Price)
Illini, RAINBO..... (Ask for Price)

MILLETS

German, RAINBO..... (Ask for Price)
Japanese, RAINBO..... (Ask for Price)
Austrian Proso, RAINBO..... (Ask for Price)
White Proso, RAINBO..... (Ask for Price)
Yellow Proso, RAINBO (Ask for Price)

FLAX

RAINBO 4.75

DWARF ESSEX RAPE

RAINBO — 100 lb. bags..... 5.00
Burlaps, 220 lb. sacks 4.75

SEED CORN

The seed corn situation this year is an extremely acute one. Not only is a good portion of the seed corn of questionable germination but in addition it is infested with molds and diseases which will further reduce germination and injure the resulting plants and yields. We want to impress upon you the importance of selecting your seed corn with extreme care and recommending the use of New Improved Semesan Jr. to control seed and soil borne diseases and generally protect the seed from decaying in cold, wet soil.

We have limited stocks of dependable Wisconsin, Nebraska and Minnesota seed corn of varieties which have proven their merits in this locality over a period of many years. As long as our present limited stock of dependable seed corn of strong germination lasts, we will make no attempt to sell seed corn from states and areas that have not been tried and proven in this locality.

Urge your farmer customers to test the germination of any seed corn they have saved. In most cases they will find the germination inadequate to allow planting.

Our Prices Include Bags without additional charge—Gross Weights

Our Prices Include Bags without additional charge—Gross Weights

Our Prices Include Bags without additional charge—Gross Weights



RAINBO BRAND SEED CORN

DENT VARIETIES

NEBRASKA GROWN

	Per Bushel
Golden Glow or Wisconsin No. 12.....	\$ 2.85
Wisconsin No. 7	2.85
Wisconsin No. 8	2.85
Early Murdock	2.85
Minnesota No. 13.....	2.85
Reid's Yellow Dent.....	2.65
Improved Leaming	2.75
White Cap Yellow Dent.....	3.00
Northwestern Red Dent.....	3.25

WISCONSIN GROWN

Wisconsin Sealed and Verified

(Grown in Jefferson and Fond du Lac Counties)

	Per Bushel
Wisconsin No. 12	\$ 4.50
Wisconsin No. 7	5.00
Early Murdock	4.50
Northwestern Dent	4.75

WISCONSIN GROWN

	Per Bushel
Golden Glow or Wisconsin No. 12.....	\$ 4.00
Cold Resistant Golden Glow.....	4.50
Silver King or Wisconsin No. 7.....	4.50
Northwestern Red Dent	4.25
White Cap Yellow Dent.....	4.50
Wisconsin No. 25	4.65

NORTHERN WISCONSIN GROWN

Dent varieties, grown in Shawano County,
Wisconsin Sealed and Verified
(Grown by Krueger, Shawano County)

	Per Bushel
Golden Glow or Wisconsin No. 12.....	\$ 5.00
Cold Resistant Golden Glow	5.25
Wisconsin No. 25	5.50

COTTON GRAIN BAGS—Royal River, per bale of 100.....\$26.50
Used Bags, Good Quality, per 100 20.50

SEED GRAINS RAINBO BRAND

SPRING WHEAT

	Per Bushel
Marquis Type	(Ask for Price)
Progress	\$ 1.80

SPRING RYE

	Per Bushel
RAINBO	1.50

SEED OATS

	Per Bushel
Swedish Type, Extra Heavy.....	(Ask for Price)
White Kherson.....	(Ask for Price)
Yellow Kherson.....	(Ask for Price)

SEED BARLEY

	Per Bushel
Oderbrucker	1.20
Wisconsin No. 38	1.20

SPELTZ

	Per 100 Lbs.
RAINBO	(Ask for Price)

BUCKWHEAT

	Per 100 Lbs.
Japanese	\$ 1.90
Silverhull	1.80

NORTHERN WISCONSIN GROWN

Wisconsin Sealed and Verified

(Grown by Jacques, Pierce County)

	Per Bushel
Wisconsin No. 8	\$ 5.50
Wisconsin No. 25	5.75
Minnesota No. 13.....	5.50

Packed in Bushel Bags only

MINNESOTA GROWN

	Per Bushel
Minnesota No. 13.....	\$ 4.00
Silver King	4.00
Golden Glow No. 12	4.00

WISCONSIN HYBRID CORN

Wisconsin Sealed and Certified

	Per Bushel
100 Day Maturity	(Ask for Price)
115 Day Maturity	(Ask for Price)
120 Day Maturity	(Ask for Price)

Packed in Bushel Bags only

WISCONSIN GROWN FLINT CORN

	Per Bushel
Smut Nose	\$ 4.50

NEBRASKA GROWN FLINT CORN

	Per Bushel
Sanford's White.....	(Ask for Price)
Longfellow	(Ask for Price)

SWEET CORN

	Per 100 Lbs.
Stowell's Evergreen,	
Nebraska Grown	(Ask for Price)
Golden Bantam,	
Wisconsin Grown.....	(Ask for Price)

FODDER CORN

	Per Bushel
RAINBO Red Cob—Choice.....	\$ 1.75
Red Cob—St. Charles	1.85
Pride Fodder	1.65
Leaming Fodder	1.65
Eureka Yellow Fodder.....	2.25
Eureka Fodder, Virginia Grown.....	2.60



CRO-TOX

Crow and Bird
Repellent

Protects Seed Corn and Grains from
Loss of Seed After Planting. Eight
Ounces of Cro-Tox Will Treat One
Bushel of Corn.

8 oz. Size @ \$ 4.30 per Dozen
16 oz. Size @ 7.20 per Dozen
1 qt. Size @ 10.80 per Dozen

WINTER VETCH

	Per 100 Lbs.
For Spring and Fall Planting	
RAINBO	\$12.00

AMBER CANE

	Per 100 Lbs.
For Fodder only.	
RAINBO	3.00



SEED DISINFECTANTS

All Seed Corn Planted This Spring
Should Be Treated With

NEW IMPROVED SEMESAN JR.

Much of this year's seed corn is diseased and should be treated with **New Improved Semesan Jr.** Urge your farmer customers to treat their seed corn. You will not only perform an essential service for your customer but in addition you can earn a handsome profit.

Also, recommend the treatment of seed wheat, oats and barley with **New Improved Ceresan**. Seed treatment is recommended by State and Federal agricultural authorities.

New Improved CERESAN

A Low Cost Dust Disinfectant for
Wheat, Oats and Barley

Sizes of Packages	Retail Price per Package	Dealer Price	Packages per Case
1-lb. tin	\$.75	\$ 6.00 per doz.	1 doz.
5-lb. tin	3.00	25.00 per doz.	1/2 doz.

New Improved SEMESAN JR.

A Dust Disinfectant for Seed Corn

Sizes of Packages	Retail Price per Package	Dealer Price	Packages per Case
4 oz. tin	\$.35	\$ 2.70 per doz.	3 doz.
1-lb. tin	1.00	8.40 per doz.	1 doz.
5-lb. tin	4.75	41.40 per doz.	1/2 doz.
25-lb. pail	23.25	17.00 per pkg.	1 only
100-lb. drum	90.00	67.00 per pkg.	1 only

Special SEMESAN

A Grass Disinfectant for Brown Patch

Sizes of Packages	Retail Price per Package	Dealer Price	Packages per Case
5-lb. tin	\$ 10.00	\$ 96.00 per doz.	1/2 doz.
25-lb. pail	42.50	36.00 per pkg.	1 only
100-lb. drum	165.00	140.50 per pkg.	1 only

New Improved SEMESAN BEL

A Dip Disinfectant for Seed Potatoes

Sizes of Packages	Retail Price per Package	Dealer Price	Packages per Case
4 oz. tin	\$.50	\$ 4.00 per doz.	3 doz.
1-lb. tin	1.65	13.20 per doz.	1 doz.
5-lb. tin	7.00	63.00 per doz.	1/2 doz.
25-lb. pail	31.25	25.00 per pkg.	1 only
100-lb. drum	120.00	96.00 per pkg.	1 only
300-lb. drum	345.00	276.00 per pkg.	1 only

SEMESAN

A General Disinfectant for Vegetable
and Flower Seeds or Bulbs,
and Certain Plant Diseases

Sizes of Packages	Retail Price per Package	Dealer Price	Packages per Case
2-oz. tin	\$.50	\$ 4.00 per doz.	3 doz.
1-lb. tin	2.50	20.00 per doz.	1 doz.
5-lb. tin	11.75	94.00 per doz.	1/2 doz.
25-lb. pail	46.25	37.00 per pkg.	1 only
100-lb. drum	180.00	144.00 per pkg.	1 only
300-lb. drum	525.00	420.00 per pkg.	1 only

NU-GREEN

A Grass Disinfectant for Brown Patch
Prevention and Control

Sizes of Packages	Retail Price per Package	Dealer Price	Packages per Case
3-oz. tin	\$.50	\$ 4.00 per doz.	3 doz.
1-lb. tin	1.65	13.20 per doz.	1 doz.
5-lb. tin	7.00	63.00 per doz.	1/2 doz.
25-lb. pail	30.00	24.00 per pkg.	1 only
100-lb. drum	115.00	92.00 per pkg.	1 only
300-lb. drum	330.00	264.00 per pkg.	1 only



LAWN GRASS MIXTURES



RAINBO BRAND

Finest Quality
In Cartons and Bulk

	Per 100 Lbs.
1-lb. (24 and 50 to a case)	\$22.00
5-lb. (9 to a case)	21.50
1-lb. Shade Grass (24 and 50 to case)	24.00
5-lb. Shade Grass (9 to a case)	23.50

RAINBO LAWN SEED — Bulk

25-lb. Sacks	20.50
50-lb. Sacks	20.25
100-lb. Sacks	20.00

RAINBO SHADE GRASS — Bulk

25-lb. Sacks	22.50
50-lb. Sacks	22.25
100-lb. Sacks	22.00

BLUE MOUND LAWN SEED

	Per 100 Lbs.
1-lb. Cartons (50 to a case)	\$16.00
5-lb. Bags (10 to a bundle)	15.00
10-lb. Bags (5 to a bundle)	15.00
Bulk, 50-lb. and 100-lb. Bags	14.00
Shade Grass, bulk	15.00

GREENDALE LAWN SEED

	Per 100 Lbs.
1-lb. Cartons (50 to a case)	\$15.00
3-lb. Bags (20 to a bundle)	14.00
5-lb. Bags (10 to a bundle)	14.00
50-lb. and 100-lb. Bags	13.00

SHAMROCK LAWN SEED

100-lb. Sacks	12.00
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STAR LAWN SEED

100-lb. Sacks	11.00
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RAINBO BENT GRASS MIXTURE

The finest Bent Grasses blended with other grasses to produce a bent lawn in two seasons.

	Per 100 Lbs.
1-lb. Bags	\$42.50
5-lb. Bags	41.00
25, 50 or 100-lb. Bags	40.00



	Per Ton
100-lb. Burlap Sacks	\$27.50
100-lb. Cotton Bags	29.00
50-lb. Cotton Bags	33.00
25-lb. Cotton Bags	39.00

Less Dealer's Discount 10%.
Special Prices for Car Lots.

WHITE CLOVER SEED

RAINBO DISPLAY CARTON

	Per Carton
48 10c Packages	\$ 1.95
24 20c Packages	1.95
12 40c Packages	1.95
24 10c; 12 20c Packages	1.95

RAINBO

	Per 100 Lbs.
1-lb. Boxes (25 to case)	\$30.00
1/2-lb. Boxes (50 to case)	30.50

Packed Conveniently for Counter Trade

GRASSES

KENTUCKY BLUE GRASS

	Per 100 Lbs.
Selected, Extra Heavy	\$15.50
RAINBO	13.50
Mountain	12.50

CANADIAN BLUE GRASS

RAINBO	15.50
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FANCY RED TOP

RAINBO	9.50
Mountain	9.00

ROUGH STALKED MEADOW GRASS

RAINBO	24.00
Excellent for shady conditions.	

RYE GRASS

Pacey's, Imported	13.50
Perennial, Imported	12.50
American Grown	5.50

BENT GRASS (Certified)

	Per 100 Lbs.
Astoria	
RAINBO, Blue Tag, State Sealed	\$61.00

Seaside

RAINBO, Blue Tag, State Sealed	68.00
(Smaller quantities \$5.00 per 100 lbs. higher.)	

ORCHARD GRASS

RAINBO	12.75
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MEADOW FESCUE

RAINBO	8.50
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CHEWINGS FESCUE

RAINBO	50.00
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BROMUS INERMIS

RAINBO	15.25
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RAINBO BRAND INOCULATION

Humus and Nitro-Jel (Jelly)

No. 1 —
For Alfalfa, Sweet Clover and Hubam Clover.

No. 2 —
For Red, Alsike, Mammoth and White Clover.

	Retail	Wholesale
1/2 bushel	\$.35	\$.18
1 bushel	.50	.30
2 1/2 bushel	1.00	.60
5 bushel	1.75	1.10

No. 3 —
For Field Peas, Vetches, Winter Peas and Cow Peas.

No. 6 —
For Soy Beans.

	Retail	Wholesale
1 bushel	\$.35	\$.18
2 bushel	.50	.30
5 bushel	1.00	.60

Sold on a Returnable Basis.

MASTER ANT KILLER

10c Size, 12 to carton... \$.75 dozen

25c Size, 14 to carton... 2.00 carton



INOCULATOR PRICES

When Ordering, Always Specify Name of Seed

Alfalfa, all Clovers	Size	Dealer	Retail
1/2 bu. ea.	..	\$.24	\$.35
1 bu. ea.	..	.41	.60
2 1/2 bu. ea.	..	.86	1.25

Vetch, Austrian Peas, Canadian Peas, Beans

	Size	Dealer	Retail
1/2 bu. ea.	..	\$.20	\$.30
1 bu. ea.	..	.31	.45
1 1/2 bu. ea.	..	.49	.70
5 bu. ea.	..	1.40	2.00

*100 lb. size, Packed only for Vetch and Peas.

LESPEDEZA

Unhulled or Hulled

Size	Dealer	Retail
1 bu. ea.	..	\$.24 \$.35
2 bu. ea.	..	.41 .60
5 bu. ea.	..	.86 1.25

Soy Beans, Cow Peas, Lima Beans

	Size	Dealer	Retail
1 bu. ea.	..	\$.24	\$.35
2 bu. ea.	..	.41	.60
5 bu. ea.	..	.86	1.25
10 bu. ea.	..	1.40	2.00
*25 bu. ea.	..	2.50	3.75

*25 bu. size, Packed only for Soy Beans, Cow Peas.

Garden Size

NITRAGIN for

Garden Peas, Beans,

Sweet Peas, Lima

Beans and Lupines

Inoculates from 1 oz. to 8 lbs. seed.

Dealer price, \$2.00 per doz. Retail price, \$2.25 ea.

MICA SPAR GRIT

MICA SPAR GRIT — All Sizes

	Per 100 Lbs.
RAINBO, ton lots	\$.85
Smaller quantities	.90

BIRD SEED

(Full Bags)

	Per 100 Lbs.
Sunflower — Fancy	\$ 7.50
Sunflower — Choice	4.50
Turkish Canary	6.75
Hemp	3.50
Bird Rape, Wisconsin Small Sweet	5.75
Large Rape	5.00
Large White Millet	2.50
Large Red Millet	2.50

Smaller quantities 50c per 100 lbs. higher.



PLANTERS' REFERENCE

Pounds to Sow Per Acre

KIND	Pounds Per Acre	Pounds Per Bu.
Alfalfa, broadcast.....	18-22	60
Alfalfa, drills.....	12-15	60
Barley.....	96-120	48
Beans, Soy, broadcast.....	60-80	60
Beans, Soy, drills.....	30-45	60
Beans, Soy, with corn.....	50-60	60
Blue Grass, Kentucky.....	25-28	14
Blue Grass, Canada.....	25-28	14
Buckwheat.....	45-60	52
Cane, broadcast.....	50-70	50
Cane, drills.....	10-15	50
Clover, Alsike.....	8-12	60
Clover, Medium.....	10-15	60
Clover, Mammoth.....	10-15	60
Clover, Sweet, hulled.....	12-15	60
Clover, Sweet, unhulled.....	20-30	30
Clover, White.....	4-8	60
Corn.....	8-12	56
Sweet Corn.....	12	
Fescue, Meadow.....	15-25	24
Fescue, Chewings.....	25-28	14
Flax.....	28	56
Lawn Grass.....	Depending on Conditions	Depends on Quality
Millet, for hay.....	45-50	50
Millet, for seed.....	30-40	50
Millet, Japanese.....	12-15	30
Oats.....	64-76	32
Peas, Canada Field, broadcast.....	120-150	60
Peas, Canada Field, with grain.....	75-90	60
Rape, broadcast.....	8-10	50
Rape, in drills.....	5-6	50
Red Top, Solid seed.....	7-12	14
Red Top, unhulled.....	10-15	14
Rye, Winter.....	84-112	56
Rye, Spring.....	56-84	56
Speltz.....	62-100	48
Sudan Grass, broadcast.....	30-40	50
Sudan Grass, in drills.....	15-25	50
Sunflower.....	8-10	24
Timothy.....	10-12	45
Timothy and Alsike.....	8-10	45
Vetch, Hairy or Winter.....	50-125	50
Wheat.....	90-120	60

KELLOGG
SEED COMPANY
MILWAUKEE, WISCONSIN

SPECIAL VALUES

These lots are mixtures of good quality Agricultural Seeds which will give excellent results for special purposes where low cost seed is a factor. All of them meet the requirements of your state seed law.

WISCONSIN ALFALFA AND RED CLOVER

Contains about 25% Red Clover
and other crop seeds.

Lot "Aero"\$17.85

WISCONSIN RED CLOVER AND ALFALFA

Contains about 10% Alfalfa and
other crop seeds.

Lot "Reno"\$17.35

TIMOTHY AND ALSIKE MIXTURE

Contains about 10% Alsike and
other crop seeds.

Lot "Tray"\$ 4.95

Per 100 lbs., f. o. b. Milwaukee,
Bags included, gross weight.

Kindly order "Specials" by lot name.

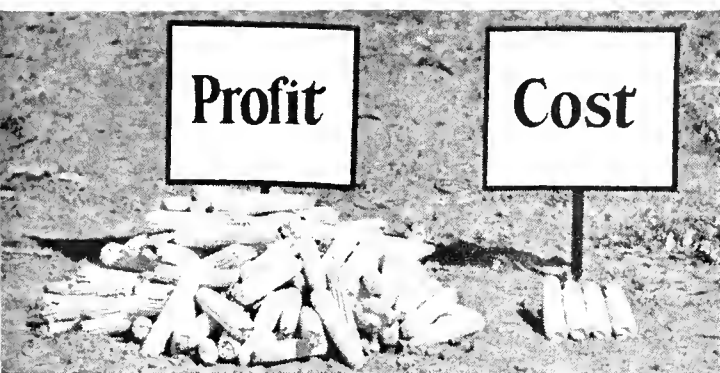
New Improved



SEMESAN JR.

REG. U.S. PAT. OFF.

**THE PROFITABLE
SEED CORN TREATMENT FOR
BETTER STANDS—LARGER YIELDS**

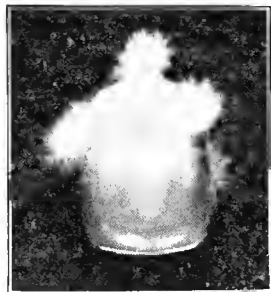


AVERAGE INCREASE IN YIELD FROM TREATMENT $3\frac{1}{2}$ BUSHELS AN ACRE
PROFIT \$2.085 WITH CORN AT 60¢ A BUSHEL

*Costs $1\frac{1}{2}$ ¢ an acre—
Earns you dollars!*

SEED CORN TREATMENT PAYS BIG PROFITS!

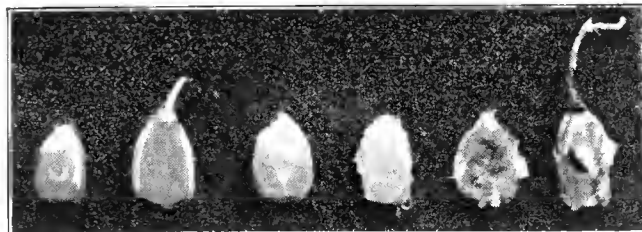
REDUCES SEED ROTTING



Diplodia root-rot growing on seed corn

corn with assurance that it will not rot.

Seed corn, besides being exposed to rot organisms living in the soil, carries on itself root-rot fungi such as *Diplodia* and *Gibberella*, which also cause seed decay and seedling blight. The Illinois Experiment Station reports: "No seed corn of which there is enough for farm use is entirely free from diseases . . . The average farmer's seed is rather badly diseased. This causes a big decrease in yield which the farmer can ill afford."

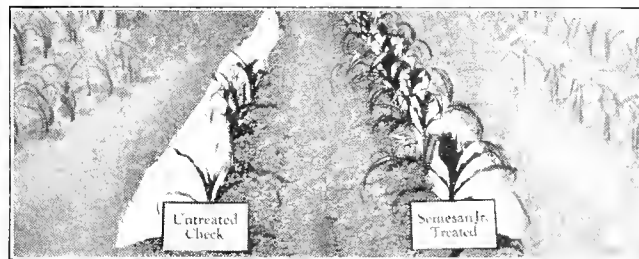


Two healthy kernels (left) with four (right) in various stages of decay from seed-borne root-rots

The cheapest and surest method of protecting the seed corn from rotting and the seedling from blighting is to treat the seed before planting with *New Improved Semesan Jr.* A little time spent in testing the seed for germination, and a small investment of $1\frac{1}{2}$ c an acre for *New Improved Semesan Jr.* you will find profitable.

IMPROVES STANDS

Every grower knows the importance of securing good stands of healthy plants. But good stands, especially from early plantings when the soil is cold and wet, are hard to get.



Treatment increases stands from root-rot infected seed

New Improved Semesan Jr. helps to give you better stands by generally protecting the seed from rotting and the seedlings from blights and certain root-rots. This has been demonstrated by 51 farm tests in the Corn-Belt states, where *New Improved Semesan Jr.* increased the stands over untreated seed by 5% to 15%.

Treatment also largely eliminates the small, weak plants which are stunted in the seedling stage by attacks of certain fungi (mold) carried on the seed or living in the soil. At harvest, many of these stunted plants are barren or produce only nubbins. It doesn't pay to gamble on getting a stand, because treating seed corn with *New Improved Semesan Jr.* is such an easy job—so easy on the pocketbook, too, because it costs only $1\frac{1}{2}$ c an acre. Even if its price were higher, the better stands would amply repay you for using it.



The roots (left) show how diseases destroy them. Compare them with the healthy roots (right)

INCREASES YIELDS



Treatment of heavily diseased seed increases yields as much as 21 bushels per acre

The better stands and more vigorous plants produced by *New Improved Semesan Jr.* treated seed give greater yields. In tests on 17 farms, *New Improved Semesan Jr.* increased the yield on 15 of them. On 6 of these farms the increase ranged from 5 to 8 bushels an acre. The next year, on 26 out of 28 farms in 20 counties scattered over 4 of the largest corn-growing states, *New Improved Semesan Jr.* increased the yield $1\frac{1}{4}$ to



New Improved Semesan Jr. generally will add about ten per cent more yield

$6\frac{1}{4}$ bushels per acre. Treating seed corn usually increases the yield about 10% on the average good Corn-Belt farm. If your seed, soil and weather make 50 bushels per acre, *New Improved Semesan Jr.* under most conditions generally will add about 5 extra bushels to each acre. That's why it is profitable to treat seed corn with *New Improved Semesan Jr.*

BENEFITS OF

New Improved SEMESAN JR.

Seed corn treatment, although a comparatively new farm practice, is now recognized as one of the necessary operations in successful corn production.

ITS PURPOSE—The purpose of treating field or sweet seed corn with *New Improved Semesan Jr.* is to destroy the root-rot organisms living on the seed and to protect it from decaying under unfavorable soil conditions. It usually increases stands and yields. It will not control corn smut, wire worms, grubs, crows, moles, gophers or similar pests.

NEW LOW COST 1½¢ PER ACRE—One pound of *New Improved Semesan Jr.* treats 8 bushels of seed and costs one dollar. At the usual planting rate the cost of treatment per acre is 1½¢.

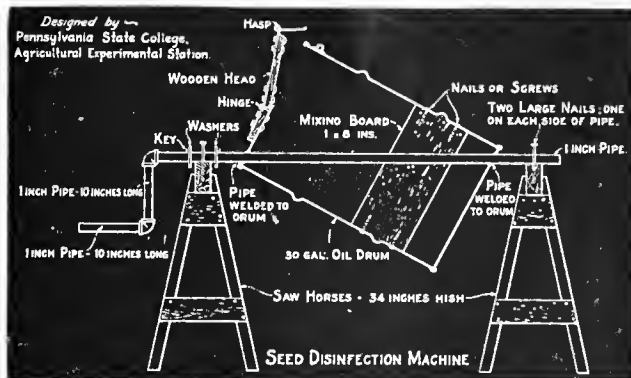
HOW IT IS USED—*New Improved Semesan Jr.* is a dust which is used at the rate of 2 ounces for each bushel of seed. After testing, culling, grading, and cleaning, the seed and *New Improved Semesan Jr.* are mixed together in a treater for 2 to 3 minutes, then the seed is ready to plant.

PRACTICALLY FRICTIONLESS—Rub a pinch of *New Improved Semesan Jr.* between your thumb and finger, and note how smooth it is—practically frictionless—smooth as silk. Seed treated with it is dropped by the planter just as uniformly and accurately as untreated seed. It can't cause any planter trouble.

HOW IT WORKS—As soon as the seed is planted, *New Improved Semesan Jr.* throws around it a tiny, protecting cloud of gas or vapor. This vapor is harmless to the seed and seedling, but it helps to prevent the disease germs (spores) on the seed and in the soil from attacking the germinating seed and seedling. It maintains this protecting cloud of vapor until the young plant is well started. No wonder it usually increases stands and yields!

TREATING EQUIPMENT

The only treating equipment required for small quantities of seed is a discarded 40-quart milk can, an old butter-churn or similar container. Larger quantities can be treated in a rotary drum such as illustrated below.



This effective duster can be made from a 30-gallon oil drum at a cost of \$2 to \$5



PRICES

4 oz.....\$.35	5 lb.....\$ 4.75
1 lb..... 1.00	25 lb..... 23.25
100 lb.....\$90.00	

2 ounces treat one bushel of seed

New Improved Semesan Jr. can be mailed if it is packed according to the Post Office Department's regulations. It is poisonous, and the instructions and precautions printed on all package labels should be observed.

BAYER-SEMESAN COMPANY, INC.

Du Pont Building

Wilmington, Delaware

for Sale by